

Unit 6: Digital Online CV

Resource Document

DIGI.JOB.ID.
Digital Job Identities



Editorial information:

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NWRC has been responsible for developing and editing this unit.

Contact:

North West Regional College
Strand Road,
Derry, Northern Ireland,
BT48 7AL
Tel: +00 44 2871276000, www.nwrc.ac.uk



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Unit 6: Digital Online CV

Resources that will help you as you navigate throughout the unit:

In Part C of the power point presentation, you will be introduced to some of the key features that are required to produce an effective online CV. Some of these key features are outlined below with a brief synopsis included:

Use a current professional picture	Your profile is 11 times more likely to be viewed by a potential employer if it includes a picture! Choose wisely – you want your picture to show that you are professional in appearance. You should aim to include head and shoulders in the picture.
Use an eye-catching headline	Your headline should say what you do or what you can do for employers. It should entice prospective employers to want to know more about you. Pack your headline with key words – 120 characters that should hook your employer – grab their attention!
Provide a sharp description – a 3D bio	Your best features should be included in your summary. You want to ‘stick out’ from all the rest. You can write this in first or third person i.e. ‘I’ or ‘he/she’... It should represent an honest summary of who you are. You can write up to 2000 characters.
Write an effective summary	Your summary should be written for a particular audience in mind. Write about what you would like this audience to know about you. Your special features including most important accomplishments, values and passions, ‘super powers’ and interesting facts, should all be included in this section.
List all of your work experiences	Include paid employment and voluntary work in this section. List your working history in order of most recent. You should state – <ul style="list-style-type: none"> • Title of job role • Name of organisation • Dates worked
Endorsements	Endorsements are opportunities for people you know within your network, to acknowledge your key skills. Your list of skills become more credible and valuable, when other people recognise these by endorsing these on your behalf. Skills such as public

	speaking, mentor, coaching, leadership and communication, are often those that potential employers are searching for in an applicant. It is useful therefore, for you to have skills recognised in this way. It is an opportunity to help you shine and stand out in the crowd.
Projects you have worked on	In this section, you should list all of the projects you have worked on. Experiences enable you to showcase some of the key features of working with others, including leadership and team working. This provides potential employers to get to know some more about you and what kinds of activities that you have had experience dealing with. Projects enable you to connect with others who you have worked alongside, and therefore gives you more opportunity to have skills endorsed or to be recommended by others.
Acknowledge your qualifications	Social branding tools including LinkedIn, encourage and ask users to state specific details about qualifications that have been achieved. This information then is available to potential employers.
Recommendations	You should ask and give recommendations to people in your network. Recommendations are further methods that enhance your abilities, strengths, skills and key features. They provide more insight for potential employers, to recognise if you would be suitable to work with. Often those that work with us, are able to recognise our core skills and therefore, receiving a recommendation from a networking partner, is invaluable.
Building content	The most effective way to build content for your profile is to use mind-maps or to make lists. Through brainstorming and spending time to think about the key words that could be used to showcase your strengths, could be the most important activity that you carry out. It is worth having a look at other people's profiles and noting what kinds of words they use to describe themselves. It is important that the words you use online are honest and help you shine. When you are happy with the list of words that you can use to describe you, you should search for these words within a social branding website. This will help you think like a recruiter or a potential employer! It will give you an idea about how employers search for potential employees!



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